Ceresana
Market Research Since 2002

CONSORTIUM PROFILE

Market intelligence & exploitation for funded innovation projects

Market Intelligence · Business Case · Exploitation · Impact · Market Uptake

For consortia, coordinators and innovation partners that need to connect technical excellence with a credible route to market, impact, scale-up and commercialisation.

OUR CONTRIBUTION

We make market need, target users, stakeholder relevance, value chains, business case, exploitation route and market uptake evidence usable for proposals, work packages and ongoing projects.

SUITABLE FUNDING CONTEXTS

Horizon Europe
Clusters 4/5/6 · EIE · Missions · NEB · Clean Industrial Deal

EU programmes & partnerships
CBE JU · CETPartnership · RAMP · LIFE · Innovation Fund · I3 · Interreg/ERDF

SME & scale-up
EIC Transition / Accelerator · Eurostars / Eureka · Innowwide · EIT

National & regional
KMU-innovativ · BioValid · GO-Bio next · F.A.S.T. · FPNR · ZIM · DBU · Zukunft Bau



STRATEGIC ADDED VALUE

Evidence market need, exploitation and impact

Ceresana provides the economic and market-oriented contributions that translate technical project ideas into credible market uptake, impact and scale-up.

01

Market Need & Potential

Assess target markets, applications, customer segments and demand drivers.

02

Value Chain & Stakeholder

Identify key players, roles, bottlenecks, pilot customers and exploitation partners.

03

Business Case & Go-to-Market

Structure revenue logic, market path, positioning, pricing and commercialisation.

04

Exploitation Strategy

Map Key Exploitable Results (KERs), target groups and exploitation routes.

05

Market Uptake & Scale-up

Show market acceptance, replication, transferability and scale-up scenarios.

06

Impact & Stakeholder Support

Provide market-based impact logic, stakeholder messaging and dissemination input.

From technical excellence to market, exploitation and impact.



FUNDING PROGRAMME FIT

One contribution, adaptable to different programme logics

Ceresana supports the market and exploitation evidence needed when proposals, consortia or projects must demonstrate demand, users, scale-up and route to market.

EU research & innovation

Horizon Europe · Clusters 4/5/6 · EIE · Missions · New European Bauhaus · Clean Industrial Deal

Market need, target users, industrial application and exploitation pathways.

EU programmes & partnerships

CBE JU · CETPartnership · RAMP · LIFE · Innovation Fund · I3 · Interreg/ ERDF

Value chains, uptake logic, business case, industrial applications and impact evidence.

SME, scale-up & international R&D

EIC Transition / Accelerator · Eurostars / Eureka · Innowwide · EIT · SMART/Eureka Clusters

Market validation, customer segments, investment readiness and scale-up pathways.

National & regional programmes

KMU-innovativ · BioValid · GO-Bio next · F.A.S.T. Transferhubs · FPNR · ZIM · DBU · Zukunft Bau · energy research programmes

Concise market evidence, work-package outline, role description and budget logic.

RESULT

A stronger path to impact, market uptake and scale-up

Ceresana builds the economic bridge between research, industrial application, investment logic and commercialisation.



EXPERTISE & CONTACT

Ceresana: market & exploitation partner for funded innovation projects

Ceresana is strongest where technological innovation needs market understanding, economic plausibility and a clear exploitation path.

TOPIC FIT

Where Ceresana fits best

Chemicals, materials, packaging, circular economy, industrial technologies, manufacturing, energy, mobility, construction and other B2B markets.

MARKET EXPERIENCE

Why Ceresana stands out

Active since 2002, 300+ market studies, more than 10,000 clients worldwide and strong expertise in chemicals, materials, packaging and industry.

READY TO USE

What can be delivered quickly

Short profile, role description, work-package outline, deliverables, budget logic and text modules for outlines or Part B.

Clear roles from consortium building to exploitation

1. **Consortium building**
2. **Proposal / Part B**
3. **Work package or task**
4. **Deliverables & budget logic**
5. **Exploitation & market uptake**

Engagement models: consortium partner · subcontractor · external specialist · ongoing project support

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Discuss collaboration